

Howard County Financial Literacy Summit  
February 20, 2007 6:00 – 8:00 pm  
The Other Barn  
Columbia, Maryland

- I. Welcome/Introductions – Calvin Ball
- II. Overview or Keynote: “Importance of Financial Literacy in the Community”  
– Christina Diaz-Malone, Freddie Mac
  - A. What people **usually** think of:
    - Budgeting, opening a bank account, credit cards, reading a credit report, saving, making an important purchase (such as a car or house)
  - B. What **else** does financial literacy mean to our community?
    - How to maintain good credit history, getting estimates from contractors, awareness of scams, identity theft, and predatory lending, avoiding foreclosure, investments for your family and future, etc.
  - C. Distribute **handout** with list of topic areas that should be encompassed by the term “financial literacy”
- III. Summary Presentation of Financial Literacy Programs in Howard County Today
  - A. Existing Grassroots Efforts
    - Banks, housing/consumer credit counselors, REALTORS®, credit unions, consumer protection groups
    - Size of program; success of efforts
  - B. Distribute **handout** – grid of programs, brief description, who/contact, when, where, duration, target population

**Roundtable 1:** Develop Ideas to Coordinate Existing Local Efforts on Financial Literacy

- A. Identify steps to coordinate scheduling, partnerships, outreach locations for current programs
- B. Communication to public: creative messaging, media & PR, etc.

**Roundtable 2:** Establish new goals/directions for expanding financial literacy in Howard Co.

- A. What topics/issues aren’t being addressed by current efforts?
- B. Which segments of the population are missing training and education?
  - Where are we most likely to insert financial education?
  - List problems with expanded outreach and suggest potential solutions
- C. Additional recommendations for improving programs and delivery

**Roundtable 3:** Assess Resources in the Community for Implementation

- A. People (instructors, network partners, facilitators for community events)
- B. Financial Institutions (existing programs, leadership)
- C. Materials
- D. Funding
- E. Other

IV. Closure: Future Directions and Tasks

A. Take ideas/information from this summit and develop plan

- Finalize data; determine cost-effective implementation; specify resources
- What is likely to be successful and deliverable?

B. Identify/establish measures of success for community-wide financial literacy

- Time period for measurement
- How many people have been “exposed” to the information?
- How successful? (Numbers of people attending training programs; Increase in new savings accounts; Reduction in foreclosures; Reduction in average individual credit card debt, etc.)